



Article Side

The different marketing tactics for selling a product or service! by [Samantha Kirk](#)

Article published on June 12th 2012 | [Business](#)

Profit is the ultimate goal in any business; no business gives their produce at a price that does not meet with their profit line. There are a lot of discounting, deals and freebies provided for various products and services. These are a part of a marketing tactic, by giving these fringe benefits. They help increasing the sale value which in turn increases the demand. There are some service deals like Cheap Xfinity Deals for home connection which is beneficial for both the providers and the customers. It is a win-win situation for both the parties as they are offered at a very reasonable rate. But there are cases where additional benefits may not get all that popular with the customers as they might not find any use with it. It all depends on understanding the needs of customers or targeted audience. Depending on the needs of the potential targeted audience, the marketing nature can be strategized. More than trying to expand the profits of the business, try analyzing the influence of the product over the customers.

Research is important while marketing a product. But before starting to research, categorize the product. Is your product going to be a necessity or a luxury for your targeted audience? If it is a product that is going to be circulated only in a specific geographic location, see if they really need the product or if the product has potential sales. For example, having a diamond jewelry business in a downtown area is not a really good idea. Having the same in a posh area would be great. But at the same time there might be ten other stores doing the same business, you should come up with a business strategy that would set your business apart. It can be either with the design or the way you combine different stones. Your targeted audience would not really care about the prize, so selling them at a lesser price would not be the best of idea.

People are more exposed to marketing nowadays and they don't fall easily for exaggerations. Most of them don't like it when messages are forced upon them. Sales through phones that are done by many products or services can be quoted as an example. Selling is an art and unlike popular belief it is not an easy feat. You cannot force a customer to buy something. You have to convince them and in a subtle way. I have seen many sales men who call to sell their product, they are like braided horses. They don't listen to the customer; they just go on stating the finer points of the product. Even if a customer says he is not interested or says he already has the product, it falls on deaf ears! This would be a real sore when it comes to marketing. Appoint people who can smooth talk potential customers in to buying the product.

Social networking and online marketing is another great way of selling a product or service. The uses of internet have drastically increased over the years. Now almost every household has a computer, laptop, smart phone or tablet with internet connection. They access it on a daily or a regular basis. So the reach of the product would be much more than any other medium. Social networking usage has also increased substantially. You can even do business through social networking websites like facebook or open a business page on it. Tweeting is another great idea as your customers would be able to follow you daily. It is not just advertising that helps with the product reach, there are other ways too.

Article Source:

<http://www.articleside.com/business-articles/the-different-marketing-tactics-for-selling-a-product-or-service.htm> - [Article Side](#)

[Samantha Kirk](#) - About Author:

Samantha Kirk is a freelance writer and an active blogger. She enjoys writing about the different methods of marketing like the a [Cheap Xfinity Deals](#)

Article Keywords:

Cheap Xfinity Deals, Deals, Marketing

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!